

Reducing the cost of your Yearbook

Attracting Sponsorship

Seek sponsorship for your yearbook from local businesses to reduce the price of your yearbooks. Decide how much you would like to charge for sponsorship and offer an advert in your yearbook in return. Depending on the level of sponsorship you achieve, this can reduce the cost of each yearbook quite significantly! You might want to offer sponsorship to more than one local business.

Who to approach? Visit or call local businesses that would see a benefit in advertising to local young people, e.g. cafés, driving schools, local colleges, book and music shops, clothing shops, gyms and banks. A member of your yearbook committee or a student may have a contact in a local business, which may provide you with a starting point.

Why not adapt the following letter to send to potential sponsors?

Sponsorship amounts? What do you want to charge for your yearbooks? How much will they cost? The difference will give you an idea of how much support you would like from your sponsors. Remember, you are most likely to approach local businesses not multinational corporations so their funds will be limited! Be realistic in your request!

Displaying adverts. You may choose to put an advert at the front or back of the book, on the back cover or add a logo throughout the book. Your sponsor may have a special request regarding the positioning of an advert. Please see examples of sponsorship pages on the following pages.

Fundraising

Why not consider fundraising to help to fund your yearbook? Use the money raised to reduce the overall price of your yearbooks.

Don't forget to take photos of your fundraising event for inclusion in your yearbook!

You might like to consider the following:
Sponsored car wash, Raffle, Fundraising party, Sponsored walk/run/bike ride, Cake bake, Non-uniform day.

Sponsorship

The students at _____ are producing a yearbook.

The yearbook will be a valued memento of our time at school, becoming even more cherished with the passage of time.

It will combine profiles of all the students in the leaving year along with pictures and articles celebrating our time at school. The books will be professionally printed and bound and will be read time and again by many different people.

As part of the process of designing and creating the yearbook we hope to raise sponsorship by offering advertising opportunities within the book. This will enable more students to afford a copy and for our book to be of the highest quality.

If you would like to sponsor our yearbook by placing an advert about your business in our book, please contact _____ on _____

Thank you,

The Class of 2008.

The price of adverts

	Colour	Greyscale
1/4 page advert		
1/2 page advert		
Full page advert		
Back cover – full page		



Driving School Ltd

St. Neots / Huntingdon / St. Ives / Cambridge / Bedford
And All Surrounding Villages

Professional Driving Tuition

01480 474347

**Male and Female Instructors
Theory Test Tuition
Intensive Courses
Dual Controlled Cars
Pass Plus registered**

Visit our website @

www.drive-rite.co.uk

Quality Tuition saves you time and money

ROUTE 66

Passing an
exam is not
about luck.
Hard work and
dedication
along with
the best
schools and

Phone 01480 218168

To join in our success

ROUTE 66 SCHOOL OF MOTORING

*St Neots community college
2004-2005*

*Ben Cole 1st
Stephanie Giles 1st
Rachelle Norris 1st
Vicky Mann 1st
Hanna Albone 1st
Gemma Paine 1st
Simon Williams 1st
Charlotte Hall 1st
Paul Connor 1st
Katie Larkin*

*Congratulations and all the
best for the future*

Many thanks to our sponsors...

T&A Superstore

Proprietors: Mr and Mrs K Thakor

10 Seventh Avenue
Lower Tuffley
Gloucester
GL4 0EB

- Off Licence
- Groceries
- Lottery
- Stationary
- Greeting Cards
- Tobacco
- Confectionary
- Frozen Food

Regular good value offers in a local store
with friendly service

RICHARD DAVIES

School of Motoring

**D.S.A.Approved
Driving Instructor**

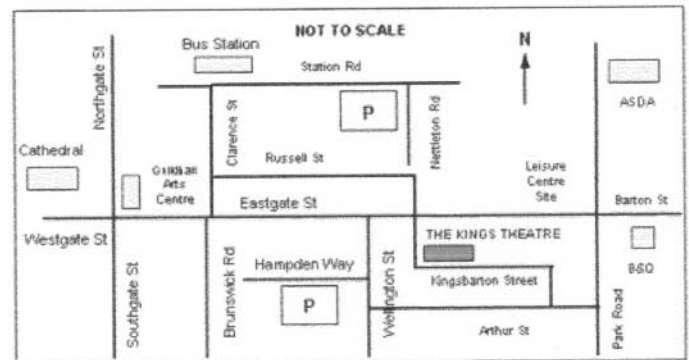
Tele: 01452 730407

Mobile: 07970 437 857

SAFE DRIVING FOR LIFE



THE KINGS THEATRE



Castle

Home Improvements & Property Maintenance

upvc windows doors & conservatories
landscaping
painting & decorating
kitchens / bathrooms
tiling
and much, much more.....

castlehomeimprovements@hotmail.com

07795 557674
01452 545426

One Call Does It All
No Job Too Big or Too Small

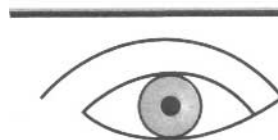
Free no obligation quotation

Give Darren a call today!

GENTLEMENS HAIRDRESSER

PAUL WHITSON - 30 SLIMBRIDGE ROAD
TUFFLEY - GLOUCESTER - GL4 0NB
TELEPHONE 01452 330834 - MOBILE 07721 455533

Whitson



**GLOUCESTER
MEDICAL
EYE
CENTRE**

58 Eastgate Street, Gloucester GL1 1QN

Year Book Sponsors



Steve Lucas Ltd Carpet Specialists

**LODERS
MOTOR GROUP**

**Loders of Dorchester, The Grove,
Dorchester, DT1 1XU. Tel 01305 267881**



Poundbury Village Stores



Magna Housing Group



**Mustoe Shorter
Solicitors and Advocates**



PARK·VIEW

VETERINARY HOSPITAL

Hykeham Green, Lincoln Road, North Hykeham, Lincoln LN6 8NH

A PRACTICE COMMITTED TO CARING

**New purpose built State of the Art Small Animal Veterinary Hospital
with a full range of facilities on site.**

For further details or an appointment please telephone:

01522 683300

LA Gowns

Ball Gown & Evening Dress Hire

"Dress to Impress"

Don't Buy a Gown, Hire it!



Dunholme
Lincoln

LN2 3SN 01673 860469

lagowns@homecall.co.uk

Bryan Gleadhill
Local Customer Manager

BT Customer Service &
Network Operations N.East



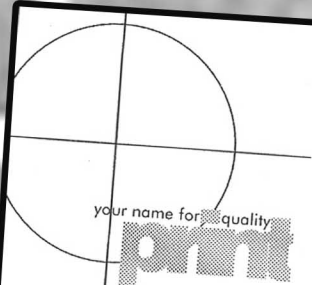
tel 07889 049997

e-mail brian.gleadhill@bt.com

Johnson & Smith

Building & Civil Engineering Contractors

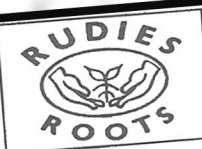
Johnson & Smith Limited
Exchange Road
Doddington Road
Lincoln LN6 3JZ
Tel: 01522 885533
Fax: 01522 885530



MELTON printers

T Lincoln (01522) 541827
F Lincoln (01522) 528237
E sales@meltonprinters.co.uk

Melton Printers is pleased to support
Cherry Willingham Community School



NURSERIES

Hardy exotics: Palms, Bamboos, Ferns.
Seasonal Hanging Baskets/Planters.
Bedding, Perennials, Trees/shrubs.
Xmas Trees.

Palms to hire for that special occasion.

OPEN 7 DAYS
01522 752762 or 881492

Mobile: 07770 664949
SCOTHERN ROAD, NETTLEHAM, LINCOLN LN2 2TU

**Direct
from the
Grower**